PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

GRO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE St., NEW YORK.

VOL. IV.

NEW YORK, FEBRUARY 4, 1891.

No. 5.

Before

The Traveling Man

has left his hotel, the Newspaper Advertisement has had an interview with the purchaser.

The Buyer

may have been out of town that day, but somebody's Newspaper Advertisement was in his pocket.

The Country Dealer

may be located much "out of the way," but the Newspaper gets there, and gets attention.

The Canvasser

may ring in vain, but the housekeeper is always "at home" to her favorite Newspaper.

WOULD NOT NEWSPAPER ADVERTISING HELP YOU?

It should be well planned, well placed and well persisted in.

Consult

N. W. AYER & SON, Newspaper Advertising Agents, PHILADELPHIA.

\$7 per line

Seems a good deal of money to pay for advertising, but when it is considered that this money procures the insertion in

1400 Papers,

which reach nearly six million readers weekly in the thrifty towns and villages of the New England, Middle and Southern States, and is at the rate of but half a cent a line a paper, how can it appear otherwise than as worth the price?

We send catalogues upon application.

$\$3.\frac{50}{100}$ per line

Will accomplish the same thing as \$7; that is, procure the insertion of advertising in the Atlantic Coast Lists of

1400 Papers,

provided the advertiser will use not less than one thousand lines during the period of one year, and also provided that not more than three hundred lines are used at one insertion. Advertisers who avail themselves of this proposition obtain their advertising at one-quarter of a cent a line per paper.

From LUBURG MANUFACTURING CO., Manufacturers of Reclining Chairs, Children's Carriages, &c.:

We have goods for the Homes of America, and find we can get a good introduction by using the Atlantic Coast Lists. This is why we advertise in them and renew our contracts from year to year.

C. E. LUBURG, Treas., Luburg Manufacturing Co.

Phila., Dec. 5, 1890.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. IV.

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No. 5.

"DEAD BEAT" ADVERTISING. By W. W. Hallock.

dollars' worth of bogus advertising is ments, however preposterous, run side run annually in the newspapers of this by side with legitimate business.

surprising to note the enormous vol- ally, and their own good customers by the publishers. It is a gross injustice to any advertiser who pays his which I allude is a disgrace to the pubfrauds his clients.

every one who applies to him in answer that term signifies. to his advertisement. The result is A publisher of a paper who is a man that vast multitudes of people are of honor and self-respect, in the true in the gradual diminution of the re- patronage of respectable advertisers turns to advertisers. The fraud whose should be denied them. advertising costs nothing has nothing Good position in a newspaper is conto lose. It is the cash-paying adver- sidered of great importance by the tiser who suffers.

abundant opportunity to note the essential than good company in the enormous proportions to which this columns of a newspaper. "dead beat" advertising has grown, I would vastly prefer an advertiseor six months credit—advertisements next to reading matter and in close which one would suppose no man of proximity to disreputable advertise-ordinary business intelligence would ments.

think of accepting at terms other than cash with the order. The rankest kind of propositions from the most self-It is probably safe to estimate that evident frauds are seemingly accepted considerably more than half a million without question, and these announce-

By "bogus advertising" I mean lishers should learn to exercise more tionable" order, which all honest ad- of foreign orders, remembering that vertisers, agents and publishers should they not only do themselves injustice, unite in an effort to suppress. It is but that they affect advertising gener-

bills to be forced into such competi- lishing fraternity of this country. No tion, not only by association in the man of principle, no man of common same column of the same paper, but a decency ought to permit the publica-man who pays his way in business tion of objectionable advertisements in should not be obliged to compete with any paper under his control. It is a thief who steals his product and de- unnecessary to go into any detail in regard to an explanation as to what con-The "dead beat" who secures ad- stitutes an objectionable advertisement, vertising without any intention of pay- Every one familiar with the newspaper ing for it will in all probabilities cheat business understands full well what

swindled and their faith in the appeals sense of the word, will not stop to acof every reputable advertiser is badly cept that class of advertising, no matter shaken, if not utterly destroyed. Peo- how profitable it may be. Publicaple who have been cheated in this way tions which run such stuff should be naturally lose confidence, which results avoided by decent people, and the

average advertiser, but good position, During the past few years I have had in my estimation, is certainly not more

and it never ceases to be a surprise to ment surrounded by respectable adverfind such advertisements in the columns tisers in a comparatively obscure place of respectable papers running on three in a paper than to be at top of column

STRAY SHOTS.

By Artemas Ward.

small expenditure in advertising would each city of the Union. The comyear which passes swells the amount still more evident! expended, until in many lines it has become a simple struggle for suprem- A TIP FOR THE CLOTHING TRADE. acy. Business is conducted as war is. Economy is no longer of the first importance. Salesmen to the extent of a small army are enlisted in one branch of the work. The purse of the man who would win must be long; much will depend on his prowess and confidence. The possession of a market in a certain city or section is contended style, as per following example? for with all the strategy of a campaign. Men and money are thrown into the breach by enterprising manufacturers, and in not a few instances the fight is carried forward on principle long after all expectation of profit has disappeared. It is as necessary to check the growth of some rebels as for imperial states to curb the pretensions of their too ambitious neighbors. The conduct of an advertising plan is a campaign in which the man with the best resources, properly handled, is certain to win. There may be three cocoas or half a dozen in the market Details of Yesterday's Carnage as struggling for the trade, two or three sarsaparillas, a baker's dozen of baking powders-all striving for the upper hand. Is it not becoming painfully evident that the longest purse practically controls the situation? The man who spends \$100,000 is buried out of battle. sight by the rival who spends \$200,000.

facturer adding up his outlays while orb of day before witnessed the carnage the advertising man piped to him of waged with unremittent fury during fortunes to be gained, when he wrote the past twelve hours, From the of "the deaf adder which will not smoke and hell-fire of the massacre listen to the charmer, charm he never your correspondent escaped unscathed so wisely?

of people in their own homes fifty-two sharp and decisive. United States, leaving nearly 100,000 melee J. Clarence Suldecker, the noted

country stores untouched-or, expended in street signs, \$100,000 will, at five cents a square foot, put up about five There were days in the past when a wall-signs, twenty-five by forty feet, in stir up a great deal of comment. Every parisons are simple; the results will be

By Walter Murphy.

If the enterprising clothing concerns of the United States must continually "slaughter" their stocks and make daily announcements in half-page newspaper advertisements of their valor, why don't they do the thing up in

HORRIBLE SLAUGHTER!

Closing Battle in the War Waged During the Winter by Messrs. Cohen, Jerkowsky & Einstein, the Leading Bowery Clothiers, upon their Enormous Stock of High-class Raiment.

Viewed upon the Spot by the Special War Correspondent of PRINTERS' INK.

In the vicinity of 359½ Bowery, Jan. 25, 8:30 P. M.—Imperious Night has just shrouded the field of The army marshalled by Messrs, Cohen, Jerkowsky & Einstein in the early dawn is disbanding for a Did David refer to the careful manu- well-earned rest. For never has the to tell the story of the day.

Promptly at 8:30 A. M. an army of A moment's comparison of the cost stock clerks and sales gentlemen were will show the wisdom or folly of many marshalled in the rear of the stupenan advertising scheme. One hundred dous establishment operated by Messrs, thousand dollars spent in advertis- Cohen, Jerkowsky & Einstein. In ing in newspapers will make a respectable advertisement in over half of the firm, they made a combined as the newspapers of the United States, sault upon the \$15 all-wool, satin-lined and lay it before thirty millions overcoat counters. The combat was Quarter was times during the year. Or \$100,000 neither asked nor given. Every coat may be spent by putting one sign on in stock was cut down to \$3.75, not a each grocery store in the cities of the solitary garment being spared. In the

bookkeeper of the firm, ran into a mir-

ror and broke his face.

Blinded by victory, the conquering hosts next descended upon a job lot of swept down upon the line, and a mo- business interests. ment later every suit was slaughtered at \$4.37, with a copy of Browning's adapted to the business to be advergems and a baseball bat thrown in.

A well-selected list of papers best adapted to the business to be adverged and a carefully prepared estimate

biest line of embroidered satin vests stipend for preparing sermons for lay-ever seen on the Bowery. Result—22 men to deliver. cents. Order was finally restored, but If all of their customers should avail

Open until midnight.

sents in its columns.—Frank W. Perry, each insertion, and that omissions are Ed. Shortsville (N. Y.) Enterprise. made up or deducted. Printers are

"ALL BUT SUICIDAL."

By S. M. Pettengill.

Messrs. George P. Rowell & Co. 1,400 corkscrew, heavy-weight business offer to furnish estimates to advertisers suits in sacks and cutaways, and who propose to dispense with the marked \$35.00. This was a rash services of agents and send their movement which Mike Cohen, Esq., orders directly to the publishers. This the senior member of the firm, had not is a very liberal proposition, but whether foreseen. With tears streaming down it is a wise one for them is questionhis cheeks he knelt upon the field of able. To give advertisers the benefit battle and piteously reminded his part- of their knowledge of advertising rates ners that this line had been made for a and long experience as to what has high grade custom trade. His en- been done, and where to advertise to treaties were spurned. Like tigers secure the best results, all for a paythirsting for blood, Messrs. Jerkowsky ment of a small sum of money, seems and Einstein, followed by their cohorts, to me to be all but suicidal to their

At this juncture all military order is more than one-half of the battle. and discipline ceased. The carnage Without this careful preparation genbecame universal. Mr. Julius Ein- eral advertising will most likely prove stein dashed wildly into the "fixings" a failure. It is like shooting at randepartment, and with the aid of seven dom: you may hit the bird by chance, trusty stock clerks cut the intestines but aiming at it is much surer. Messrs. out of a line of natty smoking jackets Rowell & Co's offer is as if lawyers in red and blue stripes, and left them for a small fee prepared briefs for posweltering at 43 cents. Head cashier sible clients to plead their own cases J. Palmer Simmons also caught the in- in court, to enable them to dispense fection and distinguished himself by with their services, or as if clergymen, falling single-handed upon the nob- in lieu of salary, should accept a small

not in time to save a consignment of themselves of their generous offer they jaunty derbies which were literally cut would undoubtedly be obliged to curin half and hurled headlong over the tail their expenses or shut up shop. A turrets into the 13-cent bargain section. good agency, by a careful preparation Promptly at 8 o'clock to-morrow of advertisements, and setting them up morning the store will again be opened, in a tasty and attractive style; a wise when the great public is cordially in- selection of the mediums best suited to vited to drop in and gloat over the bring the article advertised to the atfanatical outbreak of this dark day, tention of those who would be likely The evil that a great clothing firm can to buy it, with a well-prepared estimate, do itself when it starts in to demolish and the advertisement placed in the prices will be shown in vivid colors, papers where it will be seen, will make and the spectator who does not inci- any reasonable advertising ventures dentally avail himself of this oppor- successes. If any one desires to try tunity to save money deserves to be the experiment of dealing directly with robbed by the numerous competitors the publishers, I would advise him first who are selling shoddy, misfit goods to obtain from an expert an estimate at the same figures with which Messrs. such as I have described, if he can, and Cohen, Jerkowsky & Einstein have he will then stand a much better chance marked the very flower of their stock. of success than if he advertised unaided by experience.

It is no small job, however, to watch I BELIEVE a paper, in order to be- the papers daily and see that they are come a success, should advertise just as all received and the advertisement incontinuously as the merchants it repre- serted as ordered and a record made of

advertiser has confidence. honest expert would often make adver- stood between us. tising ventures successes instead of have an advantage over others.

It ought to be plainly understood by order. all agents before furnishing itemized estimates as to what the advertiser pro- New York and rented a building in poses to do-whether he intends to Maiden Lane, He and his family lived give the agent an order, if satisfactory in the upper stories for several months, arrangements can be made, or to send with no neighbors but janitors. He the order himself directly to the pub- gave me some small orders for adverlishers after getting the estimate, tising. When he returned to London Early in my business career I was very he left in charge an agent with power much surprised, to say the least, by a of attorney for selling his preparations transaction which I had with a famous and contracting for advertising. The advertiser, the late Dr. Thomas Hollo- agent made certain large contracts of way, of London. He applied to me which Mr. Holloway did not approve. by letter for a careful estimate for ad- He claimed that the agent exceeded his vertising in a large list of newspapers, authority, and he charged him with to be selected and recommended by dishonesty. A lawsuit was the result. me, covering a large section of this Another agent was appointed, with country. He stated he wanted me to whom I had some dealings. A year make him out a good plan for inserting or two after I chanced to meet this his inclosed advertisements for one agent on a ferryboat, and I asked him year in the best papers, covering the about the lawsuit. He replied that the territory he mentioned, and that he case had been tried before a referee

very liable to mistakes, and often need was proposing to advertise extensively watching because of their carelessness, in America. I corresponded with the Hundreds of thousands of dollars are publishers in regard to it and obtained yearly as absolutely thrown away as if low terms, and sent him a carefully they were cast into the sea by adver-prepared estimate. A month, perhaps, tisers who think that they know it all, elapsed, and hearing nothing from him and blindly give their orders for adver- I wrote, making inquiries as to what tising to the most persistent solicitors they proposed doing about the estifor needy and failing newspapers—the mate—whether it was satisfactory, most worthless generally urge their The reply was: "Not ready yet to adclaims the hardest.

The reply was: "Not ready yet to advertise." In a short time thereafter When advertisers propose to adver- his advertisements began to appear in tise to any considerable extent a cer- many of the papers we had recomtain amount of money should be ap- mended. I found out afterwards that propriated, a plan should be laid out, the order came directly from London with the advice of an expert who has to the publishers. He had evidently "no axe to grind" and in whom the made use of my estimate without even Much so much as saying, "I thank you." I should be left to his judgment in the ought not to have furnished him with a selection of the papers and the location detailed and itemized estimate without of the advertisement. He should not a better understanding with him as to be bound hand and foot with restric- what he proposed doing, and finding tions, but he should be allowed to act out if he would give me an order if as he thinks for the best interest of the satisfactory arrangements could be advertiser, but under his general direc- made. I should at once have gone to The experience and tact of an London and had this matter under-

I do not claim that an advertiser is failures. Many an advertiser could bound to give a contract to an agent well afford to pay a thousand dollars because he has, by request, made an for such an estimate as I have men- estimate; but an advertiser has no tioned, rather than to be guided right to put an agent to the expense wholly by his own judgment. It is and labor of an extended estimate, important to know what has been done with no intention of giving him an in the best mediums and what can now order or paying him for it. If the be done in them. Their rates are not latter, he ought to tell him so on the like the laws of the Medes and start. It is to be presumed, if nothing Persians-they are ever changing, and is said to the contrary, when an adveroften uncertain, and agents who have tiser asks for and obtains an estimate large bills and pay them promptly he will, at least, try to make arrangements with the agent to carry out the

Mr. Holloway afterwards came to

my experience with the referee in an- idea. other matter. He afterwards told me had already been transferred.

ness here.

Dr. Holloway died a few years ago, it given to charity-but his busi- ed an opportunity to do so. ness is still being carried on by his successors in other countries.

NOT SUICIDE BUT VIGOROUS HEALTH.

Mr. S. M. Pettengill, an advertising agent of most extensive experience, still in the prime of life, a man whose methods have brought him leisure and wealth, and secured for him the respect and confidence of every advertiser and every publisher with whom he was ever brought in contact, expresses fear in if any, cause for complaint, this issue of PRINTERS' INK that a

by us, is " all but suicidal.

thereby for the first time enabling advertisers to know what papers were more jealously guarded by the adver- of the case renders desirable. tising agencies than any other of their possessions.

The time had come, however, for a took, was benefited to such a degree terviews or correspondence for the purthat the impression became, and has

and that he was daily expecting a de- remained, widespread that we were the I gave him some facts and originators of the advertising agency

In those days advertising agencies that the conversation he had with me were comparatively few; now they are was of great importance to Mr. Hollo- to be counted by hundreds. Every way, as he had that day transferred by man, be he advertiser, agent or pubtelegraph to London \$100,000, which lisher, now has access to complete catawas then on deposit with Duncan, logues of newspapers, and the great Sherman & Co.; that an attachment demand is for information as to what was issued a day or two after on ac- particular papers shall be selected, and count of a judgment rendered against what is a proper and suitable price to Mr. Holloway, and a levy made on the pay for the service which each has the bankers to secure the deposit, but it power to render. Advertising space is to be bought in quantities to which no Mr. Holloway believed that great limit can be applied, and only experiinjustice had been done him by that ence can teach the comparative worth decision, and withdrew from all di-or worthlessness of that which is offered, rect business in this country. If he Advertisers have multiplied; the neceshad employed a responsible agent to sity for advertising is recognized; and attend to his advertising he would active advertising agents of little capital undoubtedly have been saved his and small experience, or large experilarge losses and continued his busi- ence and no capital or character, are, in their anxiety to secure patronage, willing to make plans and estimates, and leaving an immense fortune-much of prepare copy whenever they are afford-

It has long been no uncommon thing for an advertiser who thinks of spending a few thousand dollars to invite and receive plans and estimates from a dozen or more advertising agents without ever having entertained the slightest intention of placing the business through

any one of them.

The agent is made use of precisely as Dr. Holloway so many years ago made use of Mr. Pettengill. Having repeatedly urged the advertiser to do exactly what he has done, the agent has little,

With so slight a chance of securing course of procedure, recently announced the placing of the advertising contract, and the constant probability that no Mr. Pettengill felt about the same pay whatever will be received for work way when, twenty-one years ago, we done, the tendency on the part of the stepped outside the lines established by well-equipped and thoroughly estabcustom and commenced the publication lished agent is to treat with considerof the American Newspaper Directory, able indifference those calls for estimates that come from persons whom he does not know, or in whom he has published-when they were issued, and not much confidence. If from time to what was the circulation of each-in time he does propose such an estimate, every city, town, county and State. Up there is a tendency to be less thorough to that time their lists of papers were in its preparation than the importance

It is also probable that instead of making the plan as plain and easily understood as it is possible to make it, new departure, and our business, in- his policy may be to introduce so much stead of being injured by the step we obscurity as will necessitate further inCORRECT CIRCULATION RATINGS ARE but would sometimes be compelled to EASY TO GET.

OFFICE OF TOWN TOPICS, NEW YORK, Jan. 20, 1892.

Geo. P. Rowell & Co. :

I enclose you herewith copy for two pages in your Directory for '91. One of these pages is a cut, which is also sent by this mail. Please let this cut occupy the center of the page. The matter for the other of the page. The matter for the other page I would like to have set in good free

display.

display.

By the way, your people never have done Torus Topics justice in the circulation rating which you have given us. I don't mean by this to say that you have intentionally deprived us of our dues in that direction, but you have not by any means credited us with the circulation that we have. I never have and never will resort to what I consider the rotten and unreliable system of making affidavits, but I do positively assert that our circulation exceeds 50,000 copies every week.

Last year you credited us with 37,000. Of
course I do not consider it a matter of life and death; but, as your work is looked upon as standard in this field, I am anxious to have the rating that belongs to me in your

I would be very glad if you would consider this matter for the forthcoming issue. It is only necessary for you or any one else to make a few inquiries among first-class newsdealers, agents, etc., to form some judgment for yourselves of the correctness of my as-sertions regarding the circulation of *Town* E. D. MANN.

For many, many years the publishers of the Directory have stated, and reiterated the statement, that to have the circulation of a paper properly rated in the Directory only requires on the part of a publisher that he send in a statement of what has been his actual edition of each issue for three copies printed, and signing the statement with a pen. Affidavits are not wanted. A publisher's statement, duly signed, is quite enough, and the Directory publishers receive such with much confidence, as is indicated by their constantly offering to pay a re-extraordinary snow storm may have had ward of \$100 for every case where something to do with ussetting all calculations. such a statement, signed by a publisher, is proved to be a lie.

pects to have his round figures ac- If a man reads at all, he is pretty likely cepted, and is moderately certain to to read his county paper for the local be disappointed; so, also, is the man and legal news. If he is a man who whose report is reproduced on the op-posite page. It is made out in detail, want the county paper to see what his

any signature whatever.

If the publishers of the Directory papers with any degree of accuracy, (Pa.) Eagle.

double the rating of some paper one day, and cut it in two the next on the strength of statements received from the office of the paper, both state-ments being signed by the same man.

Newspapers are always suggesting that the publishers of the Directory consult newsdealers or take some equally roundabout and unsatisfactory method of finding out their circulation. But experience has taught that where the man who knows most about the circulation of the paper and whose connection with the business management is most intimate, is unwilling to make a plain statement, there is little satisfaction to be gained by consulting second-hand authorities such as newsdealers.

A NOTE OF EXPLANATION.

THE PLAINFIELD EVENING NEWS, PLAINFIELD, N. J., Jan. 28, 1891. Editor of PRINTERS' INK :

At the bottom of the advertisement on page 711 of the issue of PRINTERS' INK of Dec. 24th 71X of the issue of PENNTERS' INK of Dec. 24th notice was given by me that the offer in the advertisement would hold good for only ten days from the date of the publication. I reasoned thus. George P. Rowell & Co. are methodical, reliable and prompt. The publication will be mailed to all parts of the United Strates and Canada on the day it is United States and Canada on the day it is United States and Canada on the day its dated, and will reach its destination within five days thereafter. Being of especial interest to publishers it will be read as soon as received. If the publisher should think well of my offer and orders at once, the order will reach me within five days. Ten days will, therefore, be time enough, and I will know how large an edition to print. Publishers actual edition of each issue for three the control of each issue for three the control of each issue, and the actual number of aside to order later, and then forget all copies printed and signing the state. prevent that was another reason for the limitation. I have received so many letters stating that the edition was not even received within the specified time, and requesting ex-tension, that I have decided to waive the limitation clause, and will fill such orders as are hereafter received until further notice.

WE have come to the conclusion that The writer of the above letter ex- the county-seat papers are the best. dictated to a typewriter, and without neighbors are doing. - Dudley E. Jones.

NEWSPAPERS who are not willing to should accept all the information that make a fair, true and open statement of is showered upon them in informal their circulations to advertisers do not ways, they would not only fail to rate deserve their patronage. - Reading



Magazine Company.

Philadelphia, January 10,

1891

Mr. george P. Rowell.

New York City, N. Y.

Gentlemen . -

Yours of the 8th received and in reply we hand you herewith statement of circulation.for past three months and copy for half page advertisement in your forth coming directory.

Please charge us with this amount and send bill Yours very respectfully,

Munyon's Magazine Co.

Dictated.



Magazine Company,

Philadelphia,

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STATEMENT OF CIRCULATION.

October, 124,869.

November. 128,340. December. 135,000.

Dictated.

UNAPPRECIATED EXPERIENCE.

From the Palmyra (Wis.) Enterprise.

The editor of a newspaper that has adopted phonetic spelling in a measure, received a postal card the other day from a subscriber in the country which contained the following: "I hav tuk your paper goin on leven years, but if I can't spel enny better than you've ben doin lately, you may jest stop it."

WANTS.

Advertisements under this head 30 cents a line
WANTED-Negatives to retouch. Address
Mrs. E. E. BARTON, Bristol, Vt.

COMPETENT, experienced newspaper man wants position. "G," PRINTERS' INK.

M FRS of Noveities. Quote us best prices. Send lists. WETZEL, 305 E. 125th St., N.Y.
A LIVE Weekly Washington Letter for a two-inch space in your paper. W. T. FITZGERALD, Washington, D. C.

WANTED — Estimate Clerk and Corres-Wanted — Estimate Clerk and Correscharles H. Fuller's Advertising Agency, Chi-

cago, III.

WANTED—WOODCUTS or Electrotypes of
views—European and American. Send
proofs and prices to "EDITOR," P. O. Box
leil N. Y. City.

WANTED—Man, brains and little money to work an old-established monthly. Address "THE JOURNAL CO.," SP Park Row, N. Y., for two weeks.

CANVASSERS wanted to secure subscriptions for Printers' Ing. Liberal terms allowed. Address Publisher of Printers' Ing. 10 Spruce St., New York.

WANTED-Lowest advertising rates from all newspapers and agents, to advertise the new game. Address "PRESIDENT'S PUZZLE CO.," 258 West 125th St., N. Y.

WANTED—Job Printer. Must be sober, industrious, a hustler, and know how to do all classes of good printing; also press work. Address "NORTH WESTERN OHIO," PRINTERS' INK.

WE WANT names and post office addresses of reliable men who will make good local or traveling Agents for the Sale of Nursery Stock. Send price and particulars to E. B. RICHARDSON & CO., Nurserymen, Geneva, N. Y.

WIDE-AWAKE ADVERTISER wanted who wishes to scatter printed matter and avail himself of the second-class postage rates of monthly journal. All space needed in fine shape. Address "GOOD CHANCE," care PRINTERS! IKK.

DITORIAL POSITION wanted on a first-class, rustling daily or Sanday paper. Applicant thoroughly competent and awake to requirements of the times. Correspond for particulars with LOUIS F. BAUM, Editor Saturday Pioneer and Western Investor, Aberdeen, 80. Dak.

\$5.000.—At these figures a rare opportunity is open to the right party to secure an interest in a wellestablished and prosperous publishing busness in the leading city of the West. This includes two weekly newspapers, financial and trade journals with high standing in their respective circles. Investigation is a licited. Address "E. B.," Box 1385 benver, Col-

LIVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisement, as a cliffor, the religiously read by many thousand reward of gradient and the religiously read to gradient the religiously read to gradient the religiously as editor, the participant of the religiously that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 10 cents a line

BIG PREMIUMS TO INCREASE PROFITS.

JOB PRINTING OUTFIT FOR SALE. Cost over \$625. Sell for less than half. Terms easy. THURBER & CO., Bay Shore, N. Y.

25 FINE Hand-made CIGARS, postpaid, 50 cents. Agents wanted. W. J. KAFROTH & CO., West Earl, Pa.

POR SALE—A First-class Job Printing Office. New within a year. Cost, including stock, \$2.80. Will sell at a bargain. J. TUTHILL, Springfield, Mo.

R EPUBLICAN NEWSPAPER—Best weekly and largest job office in whole section.

Solow ill buy controlling interest. Address AGENT, Box 58, Trenton, N. J.

POR SALE—German Paper in the best town in Kansas, cheap. Large field to work in. Good reasons for selling. Address "GERMAN," care Printers' Ink.

PAPER partly or wholly printed, make-up using stories, miscellany, news, ads, locals, etc., as you order. Daily, weekly or occasional issues. Union Ptg. Co., 15 Vandewater St., N.Y.

M OSES TRADDLES.—For 70 cents will be mailed, post free, a copy of Poems and Sketches by Moses Traddies—latest work of its kind. THE TRADDLES CO., Box 330, Cincinnati, O.

POR SALE—Associated press morning paper (exclusive franchise), well established in city of 25.000, in the leading section of one of the Middle States. Address C. B. K., PRINTEIS' INC.

FOR SALE—A well-established Daily and weekly Paper. City of 125,000 inhabitants in New York State. Everything first-class. If you mean business, address "J. S. G.," care Prinytens' Inc.

FOR SALE—Weekly Newspaper; New Jersey coast, summer resort. Good circulation, large jobbing. Rare chance for live printer. Price \$2,000. Address W. J. BURNSIDE, Tuckerton, N. J.

3.500.000 NAMES for sale. Heads in 1860. Will sell names by States if preferred. Price reasonable. Address "T. ARTHUR JONES," care Paintries! INK.

KETTLE FALLS — Growing faster than any other city in the State of Washington. Values will double in the next six months. Maps and prices of lots for sale, free by applying to F. H. HEKDRYK, Bath, N. V.

POR SALE—A RARE CHANCE—Prosperous Republican paper in Central Michigan town of 6,000. First-class outfit; large circulation. Proprietor compelled to sell because of failing eyesight. LOCK DRAWER C, Big Rapids, Mich.

FOR SALE—The entire or one half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

JF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINT ERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

POR SALE—Half interest in a \$10,000 Book and Job Printing Plant, located in a live New England center. Well established and fair prices for work. Employs 20 hands. The purchaser must be competent to take entire charge, as the present manager has some valuable patents to push, and needs his time. Terms: \$4,000—half cash and balance time. Address "RARE OPPORTUNI-TY," care PRINTERS' INE.

THE STRUGGLING EDITOR. Atlanta Constitution.

"We will run a store in connection with our paper," writes an editor. "So, with this store, and our farm, and the real estate business, and the post-office, and our position as clerk of the town council, we hope to make enough money to keep the paper going."

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

more, without display, 50c. a line.
728.
FIGARO.
A LLEN'S.
A GENTS' GUIDE.
20 ^{th Century.}
ALLEN'S MILLION.
728. SEE page 208.
N. Y. Argosy, 114,000 w.
A LLEN'S LISTS—Results.
FARMERS' CALL, Quincy, III.
RAPTIST AND HERALD, Dallas, To

BAPTIST AND HERALD, Dallas, Texas.

LEVEY'S INKS are the best. New York.

READ 8th Special Notice on 188th page.

SUNBRAM, Soligman, Mo., 1 in., 24 t., \$4, net.

A GENTS' HERALD, Phila., Pa. 15th year.

A GENTS' HERALD, Phila., Pa. 15th year. 30,000 monthly.

Directories.—Local Directory Pub. Co., Needham, Mass.

SAN FRANCISCO BULLETIN is read by the purchasing class.

SAN FRANCISCO CALL has the most "Want" advertisements.

THE NEWS-Largest circulation in Kingston, Ont. Over 2,000 daily.

S AN FRANCISCO CALL is the best morning newspaper in California.

S AN FRANCISCO BULLETIN, the leading Evening Paper of California.

Evening Paper of California.

AN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

A GENTS' names \$1 to \$10 per 1,000.

AGENTS' HERALD, Phila., Pa.

COMPLIMENTS OF THE COURIER OR-LEANS, Harlan County, Nebraska.

SAN FRANCISCO CALL is unequaled in circulation, character and influence.

WAYBACK ASTONISHER, 10,000 copies monthly, 10c, per line, Wash., D. C. THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

by SIANLEY ODAY, New Market, N. J.

OUISVILLE COMMERCIAL. Largest electrical atton of any Louisville Morning Daily.

APTS. energized. Pay \$10 or 10 cts., as you decide. F. W. ROCHELLE, Frinceton, N. J.

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

A DVERTISER AND FARMER-26,000; \$2.50 an inch. 15th EACH MONTH. Bay

THE GRAPHIC, Chicago—Successful, progressive, unexcelled. Most value at least cost to advertisers.

THE GRAPHIC, CHICAGO, "the great Western illustrated weekly." G. P. ENG-ELHARD, Manager.

PRAMES for advertisers, pictures, prints, etc., 5 cents up, 1 or 10,000. WILLIAM LEVIN, 37 Day St., New York.

BAPTIST AND HERALD, Dallas, Texas. 23,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

96 PLANS a year of city and country houses. Single part, 10 cts. 1 Year, \$1. Address THE BUILDER, N. Y. City.

BILLS POSTED, Circulars, etc., distributed by P. SUTTON, Exeter, Luz. Co., Pa. Faithful work and moderate charges.

CUSHMANS distributes circulars or papers anywhere in Rutland Co. \$1.00 per 1,000. Refer to P. M. R. E. CUSHMAN, Poultney, Vt.

TYPE Measures, nonparell and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

THE INTER MOUNTAIN, Warsaw, Ind., a semi-monthly family journal, going to 10,000 country homes. Yearly contract, 6 cents a line per time.

FAMILY ICE MACHINES.—Ice, etc., in a few minutes. Price, \$10 to \$185. Rights for sale by States. L. DERMIGNY, 126 West 25th St., New York.

GOOD NEWS; boys' and girls' paper; 16 pages; illustrated; circulation, 100,000, 50 cents a line. STREET & SMITH, Publishers, 25 to 31 Rose St., New York.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South-West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

CHEAPEST LIFE INSURANCE is to use Van Beil's "Rye and Rock" (containing Hypophosphites of Lime and Soda), when suffering with cold, throat or lung disease.

500.000 PROVED CIRCULATION MONTHLY. Advertising rates, \$2.00 per line, agate, one insertion. Try it! THE METROPOLITAN. Box \$,045 N. Y.

THE LORD & THOMAS Religious Newspaper Combination is THE medium for advertisers to reach the best buyers of the West. Lowestrate by all advertising agencies.

PAPER DEALERS.—M. Plummer & Co., 151 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' lks.

AS UNIVERSAL as is the horse interest, As o the character and circulation of the KENTUCKY STOCK FARM, Lexington, Ky. Use their columns and reach all horsemen everywhere.

COLUMBUS, Ohlo.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

WE DISTRIBUTE Circulars and Samples through Western Penn., Eastern Ohio and Vir. All kinds of advertising—(no Buys). No snide advertising taken. J. A. DEIDRICK AD. CO., East Liverpool, O.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 190,000 and 130,000 copies each issue.

FENCE ADVERTISING in S. E. N. Y. for 3 or 4 non-conflicting firms this spring solicited by G. F. Harding, Sign Painter, Wurtsboro, N. Y. Al, rapid, honest work and recrences. State wants and its value to you.

A DVERTISERS—Legitimate advertising, circulars, etc., promptly distributed. Greatest booming city of Michigan. Population of county over 45,000. Write to PETER P. STERETEE, Bill Distributor, Muskegon, Mich.

RASHION AND FANCY, published at 8t. Louis, Mo., is one of a select list of household and fashion magazines recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

ATLEE BURPEE, the well-known out of 48 of our best papers and magazines only two cost less than the New York Weekly Witness. See tabulated statement PRINTERS' INK Dec. 17, 1890.

A TWO-LINE NOTICE in PRINTERS' INK, brought to the attention of 20,000 advertisers every week for a whole year for \$32,8 lines will cost \$75; 4 lines, \$104; 5 lines, \$136; 6 lines, \$156; 7 lines, \$182; 8 lines, \$28.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

JUST and judicious is the distribution of advertising matter, samples, etc., placed in y hands. Manchester, a manufacturing city of \$5,00, is a rich field for advertisers. Try it. Honest rates. L. H. CROCKETT, 43 Ambers 8 x, Manchester, N. H.

EXCHANGE—Will exchange a paying, weekly, well-equipped office in a good town in Northern Penna. for printing material—body and ad. type or a power press—to the amount equivalent to value of said office. J. K. SMITH & BRO., Monroeton, Pa.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$80, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS INE. Address: GRO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$20, he will be presented with a complimentary copy of the American News. \$40, the Village Agency of the American News. \$40, the New York.

A NEW ELECTRICAL INVENTION that will instantly relieve and speedily cure CATARBH, HEADACHE, COLD IN THE HEAD, &c. Convenient to carry in the vest pocket and use at any time. Lasts from 8 to 2 months. Sample by mail, \$4.00. Particulars for 2c. stamp. H. N. REID & CO., Ogdensburg, N. Y.

THE MEDICAL WORLD (Philadelphia) can show a larger circulation for each issue for the past three years than any other medical journal in the world. Absolute proof given. No evasive answers. Our books and printing establishment are open to inspection at all times. The best medium in this country to reach the medical profession.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as resulting matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more. NOXYILLE, TENN-Geo. P. Rowell & Co. publish a list of the best or most wistely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE JOURNAL, Daily and Weekly, is named for Knoxyille.

THE HARTFORD TIMES leads all other newspapers published in Connecticut in point of circulation, popularity and influence. Hand to any responsible advertising agent, or send direct to the TIMES, Hartford, Conn., \$10.00 for a test of its value as an advertising medium. That sum will secure one-inch space in Daily one month. Estimates furnished.

NORWICH, CONNECTICUT.—Geo. P. Rowwiell & Co. publish a list of the best or most wieley circulated or influential newspapers issued at important business centers throughout the country:—the secopoper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

THE MEDICAL BRIEF (St. Louis) has unany medical journal in the world. If shows
its prosperity on its face. Compare its paper,
reading matter, advertisements, etc., with
any other medical journal of same price. We
furnish, upon request, absolute proof of an
excess of thirty thousand copies each issue.

Coccess of thirty unusuant copies caon town.

DS ANGELES, CAL.—Geo. P. Rowell & Co., publish a list of the best or most which the country of influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list THE TIMES MIRROR, Daily and Weekly, is named for Los Angeles.

THE AGE-HERALD, Birmingham, Ala, the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 25,00. population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

HERALD, SPRINGFIELD, MO.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000—the newspapers is each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE HERALD, of Springfield, Mo., is included in this list.

THE MERIDEN REPUBLICAN, Dally and Weekly, has the full service of the N. E. Associated Press Association and is the only first-class family newspaper in this energy and clean, it appeals to the most intelligent people of all classes and is unsurpassed as an advertising medium. Address THE REPUBLICAN, Meriden, Comp.

W HEN such leading advertisers as Starkey
& Palen, Hood, Ayer, Scott & Bowne,
W. L. Douglas, Beecham's Pills, Pears' Soar,
J. S. Johnson & Co., Poszoni, Pope Bicycle
Co., Hawk-Eye Camera, Seoville & Adams,
Anthony, Plymouth Rock Pants and Oliver
Ditson Co., patronise THE ARGOSY, an average of over \$1,000 each, by the gear and renew, is it not the best evidence of their appreciation of it as an advertising medium:

preciation of it as an advertising medium?

A DVERTISING MATTER, SAMPLES, Etc.,

A "judiciously" distributed in Chicago and immediate suburbs. We don't handle lottery, secret disease, or other "suide" advertising. We have been established since 1883, and keep a corps of reliable marginesis.

1883, and keep a corps of reliable marginesis.

1884, and keep a corps of reliable marginesis.

1885, and keep a corps of reliable marginesis.

1886, and keep a corps of reliable marginesis.

1887, and keep a corps of reliable marginesis.

1887, and keep a corps of reliable marginesis.

1888, and keep a corps of reliable marginesis.

1888, and keep a corps of reliable marginesis.

1888, and keep a corps of reliable marginesis.

1889, and keep a corps of

\$500 FOR ONE EDITOR

AND \$100 FOR THE OTHER.

See proposition printed on next page.

THIS is not an effort to get cheap notices, but to bring out original expressions, commendations and criticisms. The whole \$1,000 promised will be paid even if only a total of thirtysix notices appear in all the papers of North America.

NEW YORK, Dec. 29, 1890.

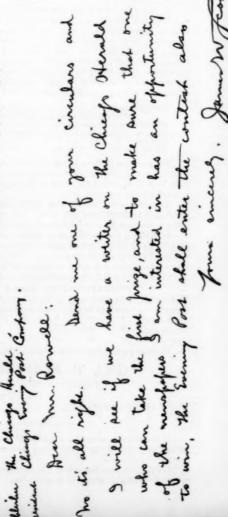
DEAR MR. SCOTT:

We think of sending the enclosed circular (see next four pages) to every newspaper in the United States, the intention being not so much to get a whole lot of free notices as a hope of obtaining for advertising uses a considerable number of new and original expressions such, for instance, as the last paragraph of the sample notice printed on page 192. A criticism that has been made upon this circular is, that an editor receiving it will regard the proposition as a sort of sharp practice—an attempt to get something for nothing. Would you mind looking the proposition through and telling us confidentially how it strikes you? Do you think there is any harm in it?

Thanking you in advance, I am, your obedient servant,

GEO. P. ROWELL.

James W. Scott, Esq., Publisher of the Chicago Herald, Chicago, Ill.



To the Editor—Personal.

One Thousand Dollars Reward.

If every editor of a newspaper would cause to be given an editorial notice of PRINTERS' INK, as good as the little paper deserves, some one would succeed in saying something true, bright, original and good. Knowing that on account of its effective service in the cause of advertising every editor is willing to give PRINTERS' INK a little send off on its entrance upon a new volume and a new year, we now offer to give a complimentary paid-up yearly subscription (price \$2.00) to every editor who writes and publishes a notice, if he expresses a wish to have the paper mailed regularly to his address: and in addition we will pay a reward of one thousand dollars, as follows:

The condition of these rewards is as follows: The editor giving the notice shall inclose a clipping under letter postage addressed to the editor of PRINTERS' INK, New York, stating the name of the paper and the date of the issue in which the notice appeared.

The editor of PRINTERS' INK will be the judge of award and will print the notices in PRINTERS' INK in the order of excellence, in his opinion, and

will pay the rewards in accordance with the arrangement adopted.

In deciding the question of excellence no attention will be paid to the prominence of the paper from which the notice is taken. The smallest paper will stand on a level with the greatest Condensation of expression, completeness of description and value of suggestion for enlarging the usefulness of PRINTERS' INK will be the qualities considered when deciding the awards.

COMPETITION TO CLOSE APRIL 30th.

First Award to be announced in the issue of PRINTERS' INK for May 6th. Second-class Awards to be announced in the issue of May 13th.

Third-class "" " " May 20th.

Fourth-class " " " " May 27th. Last " " " June 3rd.

Rewards payable by check on National Broadway Bank of New York.

GEO. P. ROWELL & CO.,

Publishers of PRINTERS' INK,

10 Spruce Street, New York.

New York, February 5th, 1890.

If the editor to whose hand this comes does not want to write the notice himself, why not let one of the young men connected with the staff try his hand?

On the next page but one is a sample notice, which attempts to set forth what PRINTERS' INK aims to do and to be.

What Is Said of PRINTERS' INK.

PRINTERS' INK is the best little-big paper that comes to this office. I never miss a line in it. Have given it to advertisers often, when I am through with it, and it has been the means of inducing merchants to spend more than the properties of t

** * For nearly two years I have been fairly reveiling in the good things published in PRINTERS' INK. Many and many a time its contents were so seductive, I have neglected and left a large mail unopened till I have read and devoured its thought from beginning to end.—Franklin Putnam, Manufacturer and Dealer in Photographers' Supplies, New York, Aug. 8, 1880.

What the prompter is to the actor, Print-ESS INK is to the advertiser. It makes a splendid pocket companion and is brinfull of suggestive novelties in the way of adver-tising. ** A single prunsal of Printrema-isk will repay you a hundred fold, because it tells you how to advertise effectively, judi-clously and advantageously. **Chicago Na-tional Builder, Nov., 1890.

PRINTERS' INK SIT'S me up in conceiving new and catchy things, and is a valuable aid to me in getting up my advertisements.— Harry Meyer, Fort Worth, Texas, Oct. 8, 1890.

As advertising manager for this firm, I have As advertising manager for this firm, I nave to thank you for many very useful lints in conducting this difficult department, and wish to tell you that I look forward to the coming of PRINTERS INK as an event of the week.—W. D. Byrne, Advertising Manager for Lyon & Healy, Chicago, Oct. 2, 1890.

Lyon & Restly Chicago, Oct. 2, 1890.

I have had the good fortune to read Print-ERS' INK regularly during the past two years, and, "to give the devil his due," I am obliged to confess that I have learned in PRINTERS' INK almost all I know about advertising, however little that may be.—Louis Lombard, Director Utea Conservatory of Music, Utics,

N. Y., Oct. 23, 1890.

A copy of PRINTERS' INK placed in the hands of a person who has the slightest thought of advertising will undoubtedly set him in motion so rapidly that he will become a good advertiser in short order. You are certainly entitled to credit for your efforts in this direction.—The Journal Co., Chas. E. Gantz, Bus. Mgr., Albany, Oct. 14, 1990.

PRINTERS' INK is never stale or musty, and its columns bristle constantly with instruct-ive and interesting pointers to every man connected in any way with advertising.— Byron W. Orr, Louisville, Ky., Oct. 10, 1890.

Your paper has been of much service to me in developing ideas for advertisements. PRINTERS' INK is a great paper.—I. Gans, Manager's Office of Lanaburgh & Bro., Wash-ington, D. C., Oct. 2, 1890.

Ington, D. C., Oct. a, 1980.
* PERITYERS' INE, which is published in the interests of advertisers and newspaper men. Crammed full of ideas worth studying, and at the same time a piece of typographic art, it ought to be in the hands of every business man without regard to the business in which he is engaged.—Chicago Floaro

I sincerely hope your statement, "There are no back numbers," is a mistake. One thing is certain—the journal itself is no back number, and I want it.—E. O. McCormick, C. F. and T. A., C. H. & D. Ry, Chichmatt, O.,

Sept. 15, 1800.

If all your subscribers profit by reading your paper as I do, I do not see how you will ever lose one except by death.—J. A. DeMuth, St. Joseph, Mo., Sept. 9, 1890.

PRINTERS' IME is the medium between the publisher and advertiser—the only one in America. In many issues can be found information to the advertiser and publisher alike, which is worth more than any money value that could be placed upon it. No

country merchant who does \$50 worth of advertising a year should be without is. It is the brains of the advertising profession; the brightest and brainlest men in the business have contributed to its columns, and a perusal, study and application of its suggestions mean success to publisher and merchant alike.—Lester A. Rose, Ottawa, Ill., Sept. 25, 1980.

Of the hundreds of journals that find their way to our office, I will candidly say that none receive the careful perusal which PRINTERS INK receives from me. I have gained many valuable suggestions from its bright sayings.—H. D. Aliman, of Kayser & Aliman, Philadelphia, Sept. 11, 1890.

Your price for advertising in Printers' Ix is steep. However, we do not object to high prices where we can trace genuine results, and we are pleased to say that, although the advertisement has only appeared about six weeks, we have received numerous replies.—F. T. Wimble & Co., Sydney, Australia, Oct. 1, 1890.

PRINTERS' INE "fills a long-felt want." It is bound to make its influence felt with the general advertisers.—Lord & Thomas, Newspaper Advertising, Chicago, Jan. 13, 1890.

We have had a little two-line advertisement (fifty centa' worth) running in your paper for a few weeks, and we find it a very good investment.—Street & Smith, 25-31 Rose street, New York, Jan. 24, 189.

I always read PRINTERS' INS. with great interest. Geo. Watkinson, Fres. Colchester Rubber Company, Colchester, Conn., Feb. 26, 189.

I have not been aware until lately of the value and interest of Printens' Inc. Send it.— from the start, and continue to send it.— Lyman D. Morse, J. H. Bates, Advertising Agency, 38 Park Row, New York, Jan 28, 1890.

A little while ago you gave in Printrass' Ixa a description of the pictorial weeklies, our new publishing enterprise. I think you would have been as much surprised as we were could you have known the amount of correspondence arising from your mention of the pictorial weeklies.—James S. Metcaffe, New York, Feb. 18, 1886.

* * * We find Printers' Ink a publication not only instructive, but decidedly interesting.—James Spillane, Secretary The Preston Chemical Company, Galveston, Texas, Feb. 5,

* * We value Printers' Ink too highly to miss a single copy.—Angier Chemical Co., Boston, Mass., Karch 27, 1860.

* * * I hear very frequently from the little advertisements of the Press that have appeared in the "Special-Notice" department in PRINTERS' INK. I do not believe it unreasonable to presume that every one of those little notices are read with avidity and by all of the subscribers to PRINTERS' INK.—H. O'R. Tucker, Daily Press, Troy, N. Y., March 28, 1881.

PRINTERS' INK is as essential to our happiness as Pain-Killer.—J. N. Harris & Co., Western and Southwestern Proprietors of Perry Davis' Pain-Killer, Cincinnati, O., Dec. 4, 1860.

We find that PRISTERS' Ixx fills as want that was never perceptible to us before, and should not like to be without it at any price, as we certainly do enjoy it thoroughly.—Berger Broa., Manufacturers of Tinners' Hardware, Plumbers' and Roofers' Supplies, Philadelphia, Nov. 28, 1880.

I assure you that I await Printers' Ink every week with as much expectation as a young man would a letter from his best girl.

—F. M. Mares, Chicago, Nov. 23, 1890.

Publishers who have constantly talked up and lauded the value of printers' ink as the secret of substantial success should demon-

strate that they believe what they assert by using PRINTERS' INK themselves.—Willet F. Cook, Advertising Manager of Judge, New York, N. Y., March 25, 1890.

It is the most thoroughly read paper that comes into our office. Its matter is very in-teresting, and should be to every advertising department of any firm.—O. W. Bussell, Manager Advi. Department, The Link-Bett Machinery Co., Trade Mark "Link-Bett" (registered), Chicago, Aug. 22, 1899.

(registered), Chicago, Aug. 12, 1890.

The pithy publication should be read by all who believe in advertising as a strictly business venture. To the average business man who knows nothing about advertising. PRINTERS' INK will bring wisdom.—E. W. Ingalls, Lynn, Maas, April 5, 1890.

• • The writer sometimes uses PRINTERS' INK as a dinner companion, and its contents are almost, if not quite, as much a necessity, or as much desired and relished as the dinner. A house doing any advertising whatever should not be without it.—Henry McShane & Co., Church Bells and Chimes, Baltimore, Md., Aug. 15, 1890.

* * I read it from cover to cover, and am glad to see that it is such a great success. I find that nearly every person interested in advertising in newspapers is a careful reader of PRINTERS' INE.—Frank Harrison, Newark, B. J., June 12, 1860.

* * * It has had a great influence in inducing us to try a little advertising.—Jos. A. Brohel, Brooklyz, June 20, 1990.

There is a great field for such a publication as Phintess' Inx, and your editor is covering it in a most practical, business-like manner.

—F. P. Shumway, Jr., Manager of The Cottage Hearth, Boston, Aug. 9, 1889.

* * I regard Paintens' Ink as helpful to every advertiser and of practical benefit to every advertiser and of practical benefit to every devertiser and of practical benefit to every devertiser and of practical benefit to every development of the properties of the Luther Holding Advertising Manager, Raymond's Vacadon Excursions, Boston, Mass, July 3, 1890.

Mass., July 3, 1890.

• • I think PRINTERS' INK worth its weight in gold, and would not be without it at any price.—Fred G. Courad, Manager, The Rinehart Operatic Musical Comedy Co., Fifth Annual Tour, Defiance, O., July 18, 1890.

While PRINTERS' INK is baited for bigger and other fish than the small fry engaged in the retailing of shoes, we nevertheless find it cobock full of interesting matter for us. • • • Havermale & Rossier, San Diego, Cal., July 7, 1890.

Haverman & Assessing the Assessing the Printers of the fertilizer business, so I inclose my \$2.0 to get it in the compact and interesting form you furnish it.—Yours truly, W. S. Fowell, Baitimore, Md., July 22, 1899.

Let no one be deceived by the size of the thing. It is a veritable multium in parro, and the literary quality of the contents is extremely good.—Printers' Album.

tremely good.—Printers' Album.

The philosophy of this publication is: "Use plenty of printers' ink to advertise your business, and you'll get proper returns from the investment."—American Stationer.

THE following is our idea of a notice, but slavish copies of this model will not secure the \$500 prize.

low. Pourle for

PRINTERS' INK: Geo. P. Rowell & Co., New York, publishers. Issued weekly. Subscription \$2 a year,

Anything that will help a man in his business ought to be of vital interest to him. Nowadays nearly every live business man advertises more or less, and advertising is becoming more of an art every year. A weekly paper now published in New York, called PRINTERS' INK, devotes itself exclusively to giving points and suggestions on how to advertise so as to secure the best results. It prints practical articles by men who have made advertising the study of a lifetime, and the business man who spends \$10 or \$10,000 a year in advertising cannot fail to profit by their experience. PRINTERS' INK is issued from the advertising bureau of Geo. P. Rowell & Co., which has been in the business for over twenty-five years, and has long been admitted to be the leading authority on questions pertaining to advertising. Because a man is making money is no reason why he should not make more, and many a millionaire has found that letting people know what he had to sell was the keystone of success. Yet there is much to be learned about advertising, and the beginner owes it to himself to become as well posted as he may before he makes the first plunge. Every man who is interested, whether in a large or small way, should subscribe for this little schoolmaster in the art of advertising.



A good illustration of the appreciation in which PRINTERS' INK 18 held was a subscription from an Ohio corporation, inclosing \$10, and ordering copies to be sent in separate wrappers to the president, the secretary, the manager, the advertising manager, and the foreman of the printing office. This is much better than to keep four men waiting while one reads the paper, PRINTER'S INK is a Journal for Advertisers, published weekly at No. 10 Spruce St., New York. Subscription price, \$2 a year.

Some Men Pay

\$10,000 for an expert to manage their advertising.

There are others who pay \$2.00 for an annual subscription \$2.00 to Printers' Ink, and learn what all the advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one.

PRINTERS'

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS. Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

Advertisements, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions-when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN INVING ROMER, EDITOR.

NEW YORK, FEBRUARY 4, 1891,

No edition of PRINTERS' INK issued supplied. in February, March or April will be so small as 40,000 copies. The exact edition for this week is 41,250.

brand of beer is advertised in the following attractive manner:

She is the darlin', she is the dear, Pumping up Toohey's beautiful beer, I never loved any one quarter as well, "Look for the label outside the hotel."

In a circular issued by Messrs. J. L. Stack & Co., of St. Paul, the assertion is made that over one-third of the Northwest are population of the Scandinavians, including Swedes, Norwegians and Danes. There is now a considerable number of weekly papers published in the interests of these immigrants, some having quite large circulations for publications of such a class.

In the next issue of the American Newspaper Directory the advertising pages will be made attractive by the introduction of novel features calculated to illustrate possibilities in the preparation of an advertisement. publishers of the Directory will use from 100 to 150 pages of the advertising space for this purpose, and will at the same time attempt to exhibit to the public the advantages that may be gained by making use of a thoroughly equipped advertising bureau, such as they have conducted for so many that the Rochester lamp is a thoroughyears.

THE publishers of PRINTERS' INK have decided to hold another prize contest, and, as may be seen from the announcement printed elsewhere, they have offered \$1,000 to the winners. The idea is not to get a lot of free advertising from newspapers, but rather to set a great many bright minds at work in the hope of securing some original expressions which can afterward be used in advertising PRINTERS' INK. The prizes are large and numerous enough to make it worth the while of every newspaper man to take a hand in the contest.

MR. J. C. BLAIR, of Huntingdon, Pa., makes the following very true and suggestive statement:

I find that better trade is to be had and held longer when the mind of a customer is gradually led and pleasantly, too, if possible, to a conclusion that he would like to patronize me when occasion offers. If I can get him in this state of mind the occasion is easily

Much of the general advertising done is necessarily of this character. The manufacturer tries to give the trade a pleasant impression of him In an Australian paper a certain through the trade papers and to associate his name closely in their minds with the particular article he makes. The advertisement may not sell the goods directly, but when the travelling salesman calls he finds that the way has been paved for him and a sale is made easier. Indirect results are well worth striving for, provided the method is original and not too expensive.

> THERE is nothing like suiting the word to the action and the action to the word, even in advertising. Mr. Upton, of the Rochester Lamp Co., who is known as a liberal advertiser, likes a good horse, and his Boulevard Breeding Stables at Rochester, N. Y., contain some of the most noted fast trotters in the country. His advertising manager taking the cue, in a quarter page advertisement lately of the Rochester lamps in Turf, Field and Farm, took occasion to "talk shop" in a manner which must have attracted the attention of sporting men as well as those who need good lamps, for the advertisement was headed, in large old style type, thus: Sire-Brains.

Dam-Necessity.
Record-Half a million sold yearly.

The point of this was to indicate

Continued from page 183.

with the placing of the contract may be hearer. strengthened and the profit or commisbusiness more likely to be secured.

only one then open to him.

pursued has long been one frequently intention of advertising. adopted by advertisers, and for the same reason. Many who adopt it applicant for our services really applies suitable price for the professional object in mind that Dr. Holloway had service rendered them did they know when he applied to Mr. Pettengill, the that it could be obtained on such terms, conclusion would seem to be natural made by an advertising agent for an purpose of enabling him to contract which is well calculated to be satisfacunderstandingly with other advertising whom profitable dealings can be reaagents, will not be made up with even sonably expected. greater care and attention to detail agent who furnished the estimate.

the estimate supplied with the first hour for the needed attention of an expurpose in view will be more thorpert in overlooking the work from the oughly examined, canvassed and picked beginning to the end. men and rival advertising agents.

tiser would be wise to buy his estimate, voted to every case. mate and confidential.

business was ever so well known as with his eyes open. ours. No other has had commensurate In our experience it is found that experience. So thoroughly is our such estimates, although paid for by

the mere mention of it anywhere pose of elucidation, because in that throughout this wide country suggests way the claim to be finally intrusted "Newspaper Advertising" to every

As a consequence, more applications sions allowed by the publishers for the for estimates and information on the subject of advertising come to us in a When Dr. Holloway applied to Mr. week than to all other advertising Pettengill for the information which he agencies in a month. It becomes an desired, he would undoubtedly have imperative necessity that we shall been willing to have paid a very con- adopt a method of dealing with these siderable price for it; but an applica- multitudinous applications that will retion on such terms would not in those sult in giving every applicant all the days have been favorably considered, attention that his case deserves, and no and he was, therefore, tempted into more. That we may have all the time pursuing a course which, although it needed to attend to the best interests may not have been honorable, was the of our customers, we must avoid wasting too much upon those who apply The course which Dr. Holloway from idle curiosity without any serious

As we cannot always tell whether an would be more than willing to pay a in good faith, or only with the same It is questionable whether an estimate that the motto we have announced: "We give you what you ask for, we advertiser, who wants it for the avowed charge you for the work we do," is one direct with the publishers, or to deal tory to the only class of applicants with

We base the charge for services than another one would be that was rendered upon a fixed price per hour prepared for an advertiser who was for the time of a competent estimate certain to place his patronage with the clerk, a lower price per hour for the ent who furnished the estimate, services of an engrosser or a type-The agent cannot fail to know that writer, and a higher fixed price per

to pieces, and his ability and judgment Such an estimate is always carefully laid open to the light of day, submitted made. There is no waste. Nothing to the criticism of interested newspaper is thrown away. The time used in making it is all paid for; consequent-It is our opinion that every adver- ly as much time as is needed is de-The estimate if he can, with the admitted right to gives the advertiser all the information make such use of it as he sees fit, to he needs to enable him to place his adshow it to whom he will, even if it is vertisement by direct contract with his intention from the very first to empublishers. It places him in possesploy the agent who made it to finally sion of such information as will be take charge of the placing of the adveruseful when talking with a canvassing tisements. In this way the agent and advertising agent or the advertising the advertiser will deal on better terms; solicitor for a newspaper. He has at their relations will be more open, inti- hand something to tell him when he is making a good trade, and if he insists No other house in the advertising upon making a poor one he does it

name identified with the business that the advertiser, do, in fact, bring the

larger proportion of cases than was press. Nothing like the thumps of the case in former times when esti- experience for emphasizing a reform, mates were made on the old understanding or lack of understanding.

"If we give you the order, we suppose that the charge for the estimate will be remitted," the advertiser often pay for the work we have done, and if we do some more work for you, you

pay for that.

If you can get the work done cheaper or better, or both, by going elsewhere, of course you will go. We know that. We cannot help it. If you come to us it will be because you are satisfied that it is the wisest thing to do, and such, undoubtedly, is the fact.

GEO. P. ROWELL & CO.

A POINTER FOR PUBLISHERS.

By J. F. Place.

Does it ever occur to publishers that too, I know, for I have been there,

Many newspapers that come to the firm I am now connected with, I know a new sort of an effect in a home are selected because not fit to send to subscribers. I invariably take an afternoon in the week to look over checked- thinker-out of this scheme work it? up papers before they are consigned to Hasn't money enough, the waste bin, just to glance at the advertisement and see how it looks, and in whose company it is placed; whether starting a paper? the publisher has given me a position alongside the "Retired Physician, who for Suffering Humanity," etc., or has in the moovershalowed me by "Big G" and and then the "Glory of Man" fellow, or "That fast time. Tired Feeling" and "Pennyroyal Pill" medicine man. You can imagine my disgust when my pet ideas, which I have examined critically in the proof, and looked at at arm's length in all shades of light and fatherly admira-tion. I find not only in such company, For "Madam and Miss" in a home but staring at me in suppressed disgrace from behind a "smooched" or watery-blurred face. Often at such times I turn the paper over and look for the head, so as to be sure I may not

paper gets the cleanest and best- pers, - Dansville (N, Y.) Breese,

business directly to our office in a printed copy that comes from the

SOME NOVEL SUGGESTIONS.

By W. D. Showalter.

will be remitted," the advertiser often Why don't some one start a paper says. To this the answer is no. You and call it the "Scrap-Book?" Fill it up with the best things a-going, each clipping printed much in the appearance of having been pasted on the page. This could be done easily by getting a lot of mortised border cuts to give the "clipped" look to items-of course a large variety of sizes and widths would be required. Make arrangements with leading papers whereby they are to send in every week an electrotype of what they consider the best short article or thought or paragraph in their week's output, you giving full credit to each. No regular columns, but promiscuously pasted matter of value to the homewife or about as bad a mistake as they can family, with freely interspersed original make is to send "smooched" and foot-notes and comments, and some foot-notes and comments, and some refuse copies of their newspapers to original editorial matter, possibly in advertisers? That this is done on the typewriter type, imitating the original score of economy, and quite generally, typewriter copy, pasted on the pagessome of it solid, some spaced.

Why is there not room right here for

journal?

Why does not the writer and the

Why cling to the old names when

There's room for an "Alarm Clock" in the daily paper line-that goes off in the morning and wakes people up and then entertains them during break-

There's room for "The Slate" in the line of a commercial paper.

And for "The Blackboard" in the educational paper line,

For "The Wife's Mail" in a house-

journal. For "The Way Up" in a juvenile paper.

THE man who observed that the large forget to have a proper contempt for rivers generally happened to run close both the newspaper and its publisher. to the large cities has now discovered If ever I get into the newspaper that the firms that do the largest amount business again I shall certainly take of business generally happen to have good care that every advertiser in my the largest advertisements in the pa-





Kellogg's Lists, I am glad to say, have always proved entirely satisfactory.

CYRUS H. K. CURTIS.

PHILADELPHIA, May 15, 1890.

NOT ACCORDING TO THE TEXT.

From the American Missionary.

In the familiar song, "Pull for the Shore," there is a line "Cling to self no more," which, as sung by the colored children in one of the schools, sounded strangely, and on having it said slowly, it was discovered that they were singing, "Clean yourself no more."

BEATTY PIANOS, ORGANS. Bargains, Dan'l F. Beatty, Wash'ton, N. J. 16 Lovely Beauties, latest, only 10c. 59 for 2c. Thurber & Co., Bay Shore, N. Y.

"IWrite Adv's" for general advertisers.
Pamphlets.
Circulars, Letters. "Rates reasonably high."
GEO. W. ELLIOTT, Rochester, N.Y.



TRADE MARKS, LETTER-HEADS, BRANDS, EMBLEMS, etc., carefully designed. ORIGINAL, BRIGHT and BUSINESS. The best firms in the country use my work. Correspondence solicited from those, wanting special ability. Address JOHN W. BARWELL, Care of E. W. Blatchford & Co., Chicago, Ill.

ILLUSTRATED ADVERTISEMENTS.

THE WHOLE THING COMPLETE. Idea, Writing and Drawing. I make them for Pearline, Dr. Pierce, Chicago Corset Co., and others. F. CROSBY, 822 BROADWAY, N. Y.

THE DAILY

Atlantic City, New Jersey,

Is the only daily afternoon paper at that popular Winter Resort. The TIMES-DEMIG-CRAT is the only Democratic paper in Atlantic County in the English language. Send for samples. J. F. HALL.

Dodd's Advertising Agency, Boston, Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.

9,000 Names and Addresses

Of Voters of this (Armstrong) Co. of 1881, \$2.00 per 1,000, or entire list for \$15.00. Cash with order. Sworn Addavit with each entire list without extra charge, or with each (100) if 25.c. extrn is added to remittance. When you buy, buy only bona-fide names such as I have and you will save money.

JAMES CUNNINGHAM. Manorville, Armstrong Co., Pa

You Travel?

I connections between all business towns throughout the U. S. and Canada, with populations, hotel rules, and number of forms canada to be interesting to you. GIBB'S ROUTE AND REFERENCE BOOK.

GIBB BROS. & MORAN, New York.

A New Word for the Dictionaries

McKINLEYED-

Past participle of the transitive Mckinley-to raise, to advance.

to increase.

This word, which will probably be found in forthcoming dictionaries, is composed of the Gaelic or gall-ic word McKinley, with the participal ending "ed," denoting that which is gone especially up.

Merchants and others using our premiums are said to have "McKinleyed their business." Their sales increase and profits grow. Goods boomed with our premiums are

McKINLEYED STOCK.

Don't you want to know what we have to offer? HIGH VALUE at low prices, and PRO-TECTION of the right sort, for we do not allow our premiums to be sold, retail or wholesale. Premium particulars TO ANY ONE who is interested in increasing retail or wholesale business,

EMPIRE PUBLISHING COMPANY. 66 & 68 Duane St., New York.

SOME

ADVERTISING

AGENTS

have said that we give the lowest rates to be obtained on Home-Print Country Weeklies.

WE THINK

THIS MAY

BE TRUE!

Absolute proof that advertising charged for has been done is furnished each customer by showing one copy of each date of papers on our bills.

NO PAPER SHOWN.

NO PAY REQUIRED.

Who offers more satisfactory proof?



Have You An Idea For Sale?

We will pay

in cash for a novel idea for advertising our land.

ADDRESS

W. E. ALEXANDER, DENVER, COLO.

ADVERTISERS! ARE YOU AWARE

how many families, of the well-todo, purchasing classes,



living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?

They keep: "Poultry for Profit" and consequently

THEY ARE THE PATRONS OF

Monthly, The Farm-Poultry

AND ARE A BUYING PEOPLE.

Advertise in Moral: Farm-Poultry.

For Rates and Sample Copy address FARM-POULTRY, 22 Custom House St., BOSTON, MASS.

ST. LOUIS **JOURNAL OF AGRICULTURE**

Guaranteed 41,750 | Weekly TO PAID IN ADVANCE SUBSCRIBERS.

We will GUARANTEE 41,750 copies to Paid Subscribers and 6 times more circulation to Paid Subscribers than any weekly agricultural paper in St. \$100.00 Louis, or ask no pay for advertising.

> WE ISSUE from 35 to 50 per cent. more papers to Paid Subscribers every week than any paper of our class west of

See the Advertising Agents for terms, or

Journal of Agriculture ST. LOUIS, MO.

ALLEN'S MILLION!

The periodicals of ALLEN'S LISTS reach nearly or quite one-fifth of the rural population of the United States regularly, and over one-fifth in the course of every year. Tens of thousands take no other paper at all. Hundreds of thousands take only their local paper in addition. The shrewdest leading advertisers are uniformly found in ALLEN'S LISTS.

THE TEST.

Those whose business is of such a nature that they can trace their returns to the mediums that influence them, find that ALLEN'S LISTS lead all the rest. A number of proprietary medicine houses, such as Wells, Richardson & Co., and Scott's Emulsion, took special means of making such soon, took special means of making such continuous contracts. We court the test; it is a race we like to enter, especially in company with the fastest of the gilt edged. Should less than one million copies be printed and circulated, of any month's issues, i agree to give to each advertiser a din X a STANDING OFFER FOR YEARS. IT IS UNPARALIZIED, NO OTHER PUBLISHER HAVING MADE A SIMILAR OFFER.

Forms close the 18th of each month, prior to the date of the periodicals.

E. C. ALLEN,

PROPRIETOR OF ALLEN'S LISTS,

Augusta.

TISERS having MADE ew to invest it in P. WINTRINGHAM, 36 Pine St., N.Y.

spapers. So adverti-it? Write to us about and we will tell you

Newspaper Advertising Agents ST. PAUL, MINN.

For seventy cents will be mailed, post free, to any ad-dress, a copy of the Sketches and Poems of Moses Trad-dles. The latest work of its kind Dealers who wish

copies will be supplied wholesale at the rate of \$6.00 a dozen ; expressage collect. Address all communications,

"Judge for Yourself." If you think of advertis-send for ing, nationally and high-classedly, send for book with above title. JUDGE PUB. CO., New York.

"RUBBER HAND STAMPS,"
By T. O'Conor Sloane, A. M., E. M., Ph. D.

A practical treatise on the manufacture of rubber hand stamps, small articles of India rubber, toy balloons, rubber cements; the Hektograph, stamp links and miscellaneous notes. Hand stamps can be made at a Heatographic can be considered triffing cost.

Fully Hustrated.
Send for Circular.

NORMAN W. HENLEY & CO.,

Publishers and Booksellers,

Publishers and Normal St., N. Y.

AUSTRALIAN, Before fixing up your aider, post free, to any added, post free, to any added and the post of the state of the

STAMFORD, CONN. March

HERALD.

GEO. BAKER,

EDITOR.

Wednesday, January 21, 1891.

We have found in an experience of over twenty years' dealing with advertising agencies, that none of those at the head of such agencies can excel in courtesy, fair treatment, and an avoidance of red tape niceties in contracts-the gentlemen who form the house of Geo. P. Rowell & Co., New York. correct bill for advertising is paid at that agency the day it is presented-without any nonsensical deferring to the 20th or 40th of the month, or any unjust discount if the publisher has swerved a hair's breadth from the exact letter of the contract.

On the first day of March the rates for advertising in

will be advanced to \$1.25 per agate line for display, and \$1.80 per line (agate) for reading notices.

Circulation for the last nine months of the year (April to Dec.) guaranteed to average not less than 250,000.

250,000 Copies per Issue.

The old rate of \$1.00 per line will apply only to orders received by us prior to March 1st, 1891. Make contract now if you would secure the present low rate.

S. H. MOORE & CO., PUBLISHERS. 27 Park Place, New York.

100.000 NAMES of wives of prominew, accurate, neatly gotten up. The best list on the market.
500.000 NAMES of FARMERS in NAMES of FARMERS in a mailer. Very cheap. For sample sheets of the above and prices, address ALFRED A. HORN, Publisher, & Clinton Place, N. Y. City.

ITCHING PILES.

An Infallible Cure.

A trial will convince you within 5 days. No pain and no trouble to use it. Testimonials arriving daily. Ask your druggist, or postpaid on receipt of price, 50 Cts. and \$1. HENRY KEPHART, Pharmacist, Berrien Springs, Mich.

DRUG TRADE SUPPLIED.

PAY \$25.00 !

Want a Prize Advertisement.

Newspaper Advertising.

I Offer \$25.00 for a Sketch.

Both contests will close February 15, 1891.
All writers of prize advertisements and all artists and designers desiring full particulars address at once

LUM SMITH,
Philadelphia, Pa.

Books New Issues every week 132 pages.

Not sold by Dealers ; prices too low. Buy of the Publisher,

John B. Alden, 393 Pearl St., New York.

YOUR SPRING

WRITE for retail merchants, manufac-turers and general advertisers; both in New York and all parts of U.S. Terms reasonable; service prompt; methods prac-tical. Specimen "primers," giving details,

A. L. TEELE, Writer of Advertising, 55 W. 33rd St., New York.

PROPOSALS FOR PAPER.

PROPOSALS FOR PAPER.

Sealed proposals will be received by the Times-Democrat Publishing Company, No. 60: Camp 88. New Orleans, La., until February 15th, 1891. The size of roil, weight and estimated quantity required weekly will be given on application to this office. Terms to be cash on delivery. Envelopes containing proposals should be marked "Proposals for Paper," and be addressed to the undersigned. The right is reserved to reject any and all bids. PAGE M. BAKER, Manager. served to reject a BAKER, Manager.

"It Sets People Talking."

WHO ARE OUR CONTRIBUTORS? Literateurs, Capitalists, Coseboys, Scouts, Miners, Indians; in other words, people who are familiar whereof they write, and tell their stories in their own quaint way. You cannot afford to miss this.

20 GEMSTONES FROM THE ROCKIES Free with the Great Divide.

20 finely cut and polished Gemstones given free as a pre-mium to each new yearly subscriber, as follows:

Camee,
Goldstone,
Goldstone,
Tiger Eye,
Bloodstone,
Carnelian,
Jewel Onyx,
Tree Agate,
Petrified Wood.

Each gemstone is honestly worth 50c., and some cannot be bought for \$1.00 each of any jeweler, and the total value is over \$10. You naturally say, "Can this be true?" We positively guarantee to refund your money if you are not is. We must advertise to get others to advertise with us, and by this method we will have a national circulation quicker than by any other method that we know of, and our conclusions are bused on facts by trial experiments.

The Great Divide for Barch will contain an Art Supplement worthy of framing, an Aquerelle in 7 colors of the famous Indian chief

SITTING BULL,

An original prize story of Western life by "Fitz-Mac," handsomely illustrated, entitled, "Dead Man's Canhandsomely in the control of the control

Sample copy of the packed, will be sent, panded,"—Prof. J. W. H. Canoli, N. T. Course Testimonials,—"Gems received, gems indeed,"—Prof. J. W. H. Canoli, N. T. Course of Archeology, etc.

"I have received your little cabinet of cut stones, which are gems in their way. The wonder is how you can afford them at such rates,"—Dr. J. H. Chapin, St. Lawrence University, Meriden, Conn.

Always address

Larimer Street, DENVER, COLORADO.

American Newspaper Directory TO PUBLISHERS.

1890

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information of Statistics of Newspapers in the United States

Statistics of Newspapers in the United States and Canada.
Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority. The control of the Control

Sent to any address on receipt of price, by GEO. P. ROWELL & CO.,

(Newspaper Advertising Bureau), to Spruce St., New York.

Bargains in Advertising

Daily Newspapers

Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the estalogue. one-inch advertisement inserted

month in the entire list (including 276 Dailies and 25c Weeklies) costs \$750. To rune months, \$2,250, less 10 per cent., or \$2,025 net. The combined monthly issue of the Dailies is \$,546,600 copies, and of the Weeklies,

2,072,000 copies, Advertisements are forwarded the day the

order is received, and prompt insertion is guaranteed. For any selection of less than 50 of the papers approximately low figures will be given on application.

The LIST WILL BE SENT FREE.

UPON APPLICATION TO GEO. P. ROWELL & CO., Newspaper Advertising Bureau, TO SPRUCE ST., NEW YORK.

Any publisher of a Newspaper who desires to educate his patrons on the subject of advertising, with a view of causing them to become more liberal advertisers, may subscribe for a limited number of copies of PRINTERS' INK. to be sent to designated names, and may pay for their subscriptions by inserting an advertisement of Geo. P. Rowell & Co's Advertising Bureau, in full settlement at his schedule advertising rates, without discount or commission. Publishers wishing to avail themselves of this offer may address PRINTERS' INK. No. 10 Spruce St., New York, stating the number of subscriptions desired.

256 Pages, Contains:

ILY NEWSPAPERS IN NEW YORK DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.
DAILY NEWSPAPERS IN CITIES OF more than 180,000 population.
DAILY NEWSPAPERS IN CITIES OF more than 30,000 population.
THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important country seat.
ONE NEWSPAPER IN A STATE: the

best one for an advertiser.
STATE COMBINATIONS IN WHICH ADvertisements are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY
section of the country: a choice selection,
made with great care, guided by long experi-

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.
NINE BARGAINS IN ADVERTISING FOR

experimentors.
BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers. CLASS JOURNALS, AN EXTENSIVE

List of the very best. 7,042 VILLAGE NEWSPAPERS more than one-half of all the American Weeklies-in which advertisements are inserted for \$49.25 a line and appear in the whole lot. Book sent to any address for

THIRTY CENTS.

HOME CHEER,

200,000.

HOME CHEER,

200,000.

HOME CHEER,

200,000.

HOME CHEER, 200,000.

HOME CHEER, 200,000.

HOME CHEER 200,000.

For a copy, write

THE HOME CHEER COMPANY,
Home Cheer Building.
Lynn. Mass.

TO INK BUYERS.

NEWS INK furnished at the following rates:

25 50	pound	kegs,	at	10	cents	a	pound.
100	00	64	66	8	66		4.6
250	- 11	44	66	7	66		4.0
500	46	6.6	66	6	66		44

Satisfaction guaranteed, or the ink may be returned at manufacturers' expense.

SEND FOR A TRIAL KEG.

W. D. Wilson Printing Ink Co.,

140 William St., New York.

You Name the Pen

We Quote the Price



Miller Bros.' Falcon, No. 8750c.	per gr	oss, post-paid.
Esterbrook's Falcon, No. 04850e.	64	44
Lawrence & Co.'s Falcon, No. 728 40c.	66	**
Gillott's No. 40490c.	84	64
Gillott's No. 30350c.	4.6	**
Spencerian (any No.)90c.	46	46
	a.	

We can save you money on these or any other pen. You name the pen and we will quote the price. Address

H. H. LAWRENCE & CO.,
Bank Supplies, Saratoga, N. Y.

728 Falcon Pen, equal to the Best, 40c. per gross, p.p.



CATCHING THE EYE



Is the first point to be gained in the ART OF ADVERTISING, but if you cannot also convince the mind you simply see the flash; there is an ill report and all your powder is wasted. If you are dealing in either "Hosiers" or "Hardware," the first point is to have the goods were Dibertayen, in order to have the goods were Dibertayen, in order to goods are seasonable and prices are right, trade will be good. Did it ever occur to the large New York, Boston and Chicago Dry Goods Houses what a field for trade there is to be cultivated in the open country of these minds the seasonable of the property of the seasonable and prices are right, trade will be good. Did it ever occur to the large New York, Boston and Chicago Dry Goods Houses what a field for trade there is to be cultivated in the open country of these minds the property of the seasonable that the seasonable has been dealing the seasonable of the property of the seasonable that the seasonable has been dealing the seasonable that the seasonable that the seasonable that the seasonable in cities. They believe that "Comfort" is a pleasure with a large part of their enjoyment seems to come from sending for things mail-ward; they make a business, as it were, of anseering addertisements. Conford" is a pleasure with a large part of their enjoyment seems to come from sending for things mail-ward; they make a business, as it were, of anseering addertisements. Conford a suition is made up largely of this class of well-to-do, live people who will buy your goods it you will simply paper. They have to look at them one, five, eight hundred or a thousand miles off, and "distance lends enchantment." All there is to it is for you to put a little time and thought into the preparation of a few advertisements, and we offer you this wast constituency, can reach in a very easy manner. They can all read and write, do not go barefooted, and therefore buy Boots and Shoes. Many of them live in the colder regions and declines are largely used by them. Dress Goods, flats with them, recours Space at the agencies, or of

THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

A Half Million Monthly Distribution Proven.

OVER 300,000 READERS OF PRINTERS' INK.

For the purpose of bringing PRINT-ERS' INK to the attention of all classes. of business men, arrangements have been made to send sample copies at the rate of 20,000 a week until the following lists have been addressed.

In every sample copy sent there will be folded a subscription blank.

For the next three months the circulation of PRINTERS' INK is certain to be more than 40,000 copies, and likely to be less than 50,000 copies, each issue.

The entire circulation is among advertisers, or people who ought to be advertisers.

Incorporated 1865.
RAPID ADDRESSING MACHINE COMPANY, 57, 59 & 61 Park Street.
Trade Lists Compiled from R. G. Dun & Co's Reference Book.
New York, Jan. 16, 1891.

Messrs. G. P. Rowell & Co., New York City. GENTLEMEN-We respectfully submit to you the number in our trade lists as requested

y you.	
Architects	8,000
Agricultural Implements	13,964
Boiler Makers	553
Brewers	2,816
Books and Stationers	7,800
Boots and Shoos	20,200
Boots and Shoes Car, Ship and Bridge Builders	10,109
Confectioners and Bakers	
Confectioners and Dakers	1,520
Carriage Makers	16,914
Crockery Dealers	3,480
Clothiers	10,719
Dry Goods	13,419
Drugs, rated K and up	17,700
Distillers	1,580
Distillers Engineers and Contractors	5,240
Process	43,485
Men's Furnishing	9,586
Hardware	12,392
lewelers	20,381
Shirt Manufacturers	800
Prom. Insurance Agents	22,300
Purniture	7,200
Machinery	6,400
Men Who Think	13,000
Tobacco and Cigars	1,000
nvestors	15,000
Board of Trade	32,000
DOMEG OF FEMALE.	04,000
	307,517

Yours truly, F. D. BELKNAP, Rapid Addressing Co., 314 Broadway, N. Y.

NEW YORK, January 16, 1891.

.....at \$2 00 per M

Rapid Addressing Co., 314 Broadway, New York City.

Will address your Wrappers, 20,033

per week.... Wrap and Mail.

GENTLEMEN-We have your favor of even

date.

Please go ahead with the work of addressing wrappers for us to the trade lists named by you-30/57 names; to be delivered in lots of \$0.00 each, one lot each week until the lot is finished; the first lot to be delivered on the 24th inst.

Very respectfully.

GEO. P. ROWELL & Co.

Advertising rates in PRINTERS' INK are 50 cents a line, or \$100 a page, each issue.

THE RECORD BEATEN.

It is said that the advertising in agents' books, by the principal newspapers, is groung "small and beautifully less." It is prophesied that it soon will practically disappear. And yet it is stated from agency authorities that the agents do and will hereafter more largely devote themselves to securing advertisements for the principal papers. Probably the "little fellows," deserted by the agencies, will follow the lead of the bigger folks and desert the agents' books.—American Advertiser Reporter.

To those who take the pains to write paragraphs like the above it may be interesting to know that the advertising orders for the next issue of the American Newspaper Directory exceed last year's orders by more than 33½ per cent.

Publishers of newspapers have learned that they are not obliged to patronize every pretended newspaper directory, and are consequently more willing than ever to countenance and support the only good one, the old and

reliable.

In the back of the American Newspaper Directory there has appeared for many years the largest mass of solid advertising pages to be found in any book ever published on the face of the globe. In the twenty-second annual edition, published April, 1890, there are 496 of these pages, and the publishers of the Directory find that for the current year there is exhibited on the part of prominent papers even a greater disposition than usual to avail themselves of the advertising pages of this standard work. With a view of adding something to the effectiveness of these closely packed pages, arrange-ments have been perfected to enliven them by a display of attractive and novel features calculated to illustrate possibilities in the preparation of an advertisement. The publishers of the Directory will use from 100 to 150 pages of the advertising space for this purpose, and exhibit to the public the advantages that may be found by making use of a thoroughly equipped advertising bureau such as they conduct.

The publisher who does not wish to be too late should tear out the blank order page printed in this issue, and after filling it up and signing, should send it on at once, together with copy to make the best advertisement he knows how to construct. Address American Newspaper Directory, 10 Spruce Street,

New York.



Our best advertisers need only to delay a little in filling orders to bring inquiries to us about their responsibility.

The readers of these papers

Sunday School Times,

Presbyterian. Lutheran Observer. National Baptist. Christian Standard. Presbyterian Journal. Ref'd Church Messenger Episcopal Recorder. Christian Instructer. Christian Statesman. Christian Recorder. Lutheran.

BALTIMORE. Baltimore Baptist. Episcopal Methodist.

have learned through many years of good service to trust them. They write to ask whether we have been deceived: "We are jealous of the reputation of our trusted paper," is the tone of these inquiries.

We try not to abuse this confidence, as it is so greatly to the advantage of all of us : advertiser, paper, reader, ourselves.

This indorsement can be had in no other way; neither can these 200,000 HOMES be entered in any other way so easily or so cheaply.

Write for fuller particulars.

One Price Advertising

Without Duplication of Circulation

JOURNALS 14 WEEKLIES
EVERY Week
Over 260,000 Copies



Religious Press Association Phila

Get in Out of the Wet!

(See Illustration next Week.)

THE CHICAGO SATURDAY BLADE

W. D. BOYCE, Publisher,

has the Largest Proved Circulation of any Newspaper published in the U.S.

0 0 0

The paid circulation of 168,000 COPIES for January 1st, 1891, is nearly three times the circulation of one year ago. It requires no faith to believe the circulation of THE SATURDAY BLADE, as it is always proved each week in three ways. First, by P. O. receipts; second, by amount of paper bought and used; third, by the amount of cash received from sales and subscriptions. Every copy printed is accounted for. The present advertising rates were based on proving an average of 125,000 COPIES per week. THE SATURDAY BLADE is now contracting to prove 200,000 copies weekly for the next year, and in sixty days the rates will be INCREASED 40 PER CENT.

The Chicago Ledger,

W. D. BOYCE, Publisher,

is the only Story and Newspaper combined published in the U.S. Two months ago the paper was bought and placed in the hands of the 6,300 newsboys and agents selling THE SATURDAY BLADE, and the **PROVED**

circulation of the LEDGER is now 80,000 COPIES weekly.

NET RATES FOR 30 DAYS ONLY—NO DISCOUNTS.

The Saturday Blade..... 70 cents per line.
The Chicago Ledger..... 35 " "
Blade & Ledger combined..\$1.00 "

On annual contracts will prove an average of 300,000 copies per week on the two papers.

NEW RATES 40 Per Cent INCREASE.

Are You



Advertising In California?

IF NOT! WHY NOT?

The Golden State Gives Golden Returns.

POPULATION :

1880 - - - - 864,694 1890 - - - - 1,205,391

Enormous Increase in Wealth and Products.

Inhabited by Intelligent, Prosperous and Industrious People.

Put Your Goods Before Them and Note Results.

The leading newspapers in circulation, standing, character and influence on the Pacific Coast are

THE SAN FRANCISCO MORNING CALL,

Daily 55,063,

Sunday 57,742,

Weekly 22,846,

AND

The San Francisco Evening Bulletin,

DAILY 21,690

WEEKLY 23,180.

They are the family papers and read in the homes of the people.

New York Office, 90 Potter Building. F. K. MISCH, Eastern Manager.





The

Salt Lake

Tribune.

DAILY .

AVERAGE

7,180.



RE are "signs in the air" which point to the Salt Lake Tribune as one of the best paying advertising mediums in the West. Advertisers who are up to the times know this is true. Those who have not yet tested the Tribune's merits ought to be glad to have the following facts brought to their notice:

In the first place, the Salt Lake Tribune is, beyond question, the leading paper of Utah. It is head and shoulders above any other paper printed in Salt Lake City in point of circulation and influence. It is the only paper between Denver and San Francisco that is issued every day in the week.

But its 7,180 daily average circulation is not confined to Utah alone. With hundreds of people in the hustling, growing towns of Idaho, Montana. Nevada and Wyoming, the Salt Lake Tribune is the principal daily paper. Its Sunday and weekly editions have also a strong hold upon the people of this region. Taking these facts into consideration, do you not think that the Salt Lake Tribune is well deserving of the title which appears in the picture of "The Giant of the Rockies?"

Remember this: Where advertisers make up a list of the one best paper in each State, the paper that is named for Utah is always the Salt Lake Tribune.

BECKWITH, Sole Agent 101

1844. FORTY-SEVENTH YEAR. 1891.

The Churchman

AN ILLUSTRATED WEEKLY NEWS-MAGAZINE.

Upwards of Two Thousand Pages 9x14 annually.

\$3.50 A YEAR.







Reduced reproduction of front cover, Christmas Number.

FACTS

FOR

ADVERTISERS.

- The Leading, Largest, Most Widely Circulated Weekly in the Episcopal Church.
- It is the Highest Priced Religious Weekly in America.
- Its Constituency is the Wealthiest.
- Its Circulation, in consequence, is the Choic-
- It is the only Illustrated Denominational Weekly.
- It is the Handsomest Typographically,
- Its Magazine Form promotes its Preservation.
- Its Advertising Patrons declare it the Best Medium for the Money Expended.
- Its Rates are invariable and adapted to all requirements.
- Its Cash Receipts for Advertising for 1889 were one-fourth greater than for 1888, which were the largest to that time, and for 1890 were one-sixth greater than for 1889.

\$300,000.00 sales realized from an expenditure of \$96.00 in the advertising columns of

The Churchman.

July 21, 1890.

"THE CHURCHMAN, New York City, perhaps more thoroughly and singly covers its own field than any other paper published. Its readers are of the better class-generally with money to gratify their desires, and hence a special value would seem to attach to its advertising columns. It has a graduated scale of advertising rates, and they are adhered to under all temptations. THE CHURCHMAN has no rival to contend with."—Penyerra Ire.

THE CHURCH YEAR, Jacksonville, Fla., the only Episcopal Weekly published South of Richmond, consolidated with THE CHURCHMAN, January 81, 1891.

M. H. MALLORY & Co., Publishers, 47 Lafayette Place, New York.

Miscellanies.

He bought a brand new pair of shoes, He thought he'd got some spats; He then discovered that he lacked

The latest thing in hats.

He bought one. Then his trousers bagged; He ordered two new pair, And then, strange fact! he noticed that His coat was quite threadbare.

He bought another. Then he saw Some waistcoats. Just the thing! He had to get some ties to match; He bought a diamond ring.

He joined three clubs. He bought a horse, Then changed it for a team He bought a sailing yacht at first, And then moved up to steam.

He bought these things, and many mor This man so great and wise; For during his career he had The sense to advertise.

Canadian Press. Bohr (the author)-Wait a minute,

and I'll show you the proofs of my novel.

Gore-No, no! I don't want any proofs. Your word is enough.-Puck.

An anti-Bragg paper has been started at Waukesha, Wis. Of course, it will have nothing to say about its circulation.—Boston

As He Found Him .- Philistine : Of what use is the editor of a paper?
Young Reporter—To make a long story short.—Puck.

An editor who started a little paper

five years ago is now a millionaire. Nothing is impossible where industry and economy are combined with good looks. He married a rich wife.-Ex.

Victim-Take my money, but spare Supposed Highwayman - Oh, that's all

right; put it back in your pocket. I'm writing a special article for the Sunday Avalanche on "How People Act When Held Up."—Puck.

A Student of Human Nature.— Shrewd Dealer: When you sell goods to the editor of that newspaper send them C. O. D. Clerk-Do you think he is dishonest.

Shrewd Dealer-He isn't any too honest, you can bet on that. He clips from exchanges without credit. — Street & Smith's Good News.

The Goal Reached .- " At last my genius is recognized!" exclaimed the artist, exultingly, as he waved a letter aloft.
"Oh, tell me about it," said his delighted

little wife in reply

This letter is from a prominent soap firm, asking me to paint a picture to be used as an advertisement."-Epoch.

"Anything fresh or new this morning?" said a reporter to the young lady typewriter as he lounged against the wall of

"Yes," she replied.
"What is it?" asked the reporter, grabbing an envelope.

"That paint you were leaning against so gracefully."-Graphic,

Rather Arduous Work .- "I got twenty dollars for that joke," said Bilk.
"That's pretty good pay."

"Yes; but I had to sell it forty times to do it."-Puck.

All Hope Abandon. -- Poet (meekly): I should like to leave this little poem for your inspection. I suppose a good many poems are left here?

Editor (gruffly)—Yes—and so are the fellows who want us to buy them.—Life.

"I think," said the editor in a worried tone,"that I will drop journalism and take to astronomy."

"Well, astronomy always seems to have more space than they know what to do with." -Ex.

Matter of Business.—Mrs. Crimps: What outlandish words the editor of the Boomer is using. I can't understand half of them.

Mr. Crimps (quietly)-The Boomer is offering dictionaries as premiums,-New York Weekly,

Ready For Them.-Editor Sagebrush Bugle: When Stanley appears here next month his bride will come with him and will occupy a box during the lecture.

Foreman—Well, we're ready for 'em. I havn't saved those cuts of W. L. Douglas and Lydia E. Pinkham all this time for nothing. Puck.

What Was On Her Mind.-" I am sorry to say, Mr. Hicks," said the Boston girl, sorry to say, Mr. Hicks," and the Boston girl,
"that I cannot marry you, but I assure you,"
she added, hastily, "this rejection does not
necessarily imply that you lack literary
merit. It may be that—"
"You've had poems rejected, too, eh?"
said Hicks, interrupting, and Penclope
blushed to think how she had given herself

away .- New York Sun.

Pleasing the Public-Great Editor's Wife (la) ing down a copy of his Sunday edition): Why do you print such a lot of trash?
Great Editor—My dear, I do not print a
paper to please cultured readers like you and

I. I try to please the general public.

Bridget (in the kitchen)—Any good readin' in th' master's noose paper th' day, Mary?
Mary (chief dishwasher)—No, Biddy; nawthin' but trash.—New York Weekly.

Supply and Demand.—Publisher: Good morning, Mrs. De Writer! Glad to see you looking so well. Your husband is

busy as usual, I presume?

Author's Wife—Yes, he is writing another

Author's Wife—Yes, he is writing another work; but I do not know the title. He says it is a collection of hints to help fools endure each other.

Publisher—Ah! When it is done I should much like the privilege of examining it. There is a great demand just now for society books. - New York Weekly.

Advertisers, Take Notice.—"Fan-nie," he said, with wondrous tenderness, "would you be willing to leave your magnifi-cent home and beautiful surroundings of more than oriental luxury and tropical extravagance than oriental usuary and share my lot with me?"

"Yes, Algic," she murmured; "yes, a thousand times, yes, if your lot is in—"

thousand times, yes, if your lot is in—"

P. S.—Foreign or domestic real estate men who desire to insert their business cards in the above blank will please apply early and avoid the rush.—Indianapolis journal.

Sign the Order

Then Tear Out the Whole Page and

Forward it by Mail.

TO PUBLISHERS:

Please fill out the blank order printed below and then tear out the page and forward it by mail to Geo. P. Rowell & Co., publishers of the American Newspaper Directory, 10 Spruce St., New York. If copy does not accompany order, the advertisement will be prepared at the office of the Directory.

An order from a prominent and influential publisher to insert a conspicuous and carefully prepared advertisement of his journal is always taken by the publishers of the American Newspaper Directory as an encouraging expression of interest

and good will.

Such orders are solicited and earnestly desired. Without the advertisements the book would be less than complete.

Its advertising pages are consulted and referred to, because they contain information beyond the range contemplated in the short descriptions given in the body of the book.

li-ta nd

in' dy : er: d is ther says ould g it. Fanrness, agnifi-f more agance yes, a te men ards in

t.

With a view of adding to the effectiveness of the advertising pages, arrangements have been perfected to enliven them in the forthcoming edition by a display of attractive and novel features calculated to illustrate possibilities in

the preparation of an advertisement.

Every charge to a Newspaper for advertising in the American Newspaper Directory will be allowed to stand until balanced by charges to Geo. P. Rowell & Co's Advertising Bureau for advertising ordered by them at cash rates, less the usual agents' commission.

Authorize MESSRS.	GEO. P. ROWELL & CO. to insert
Card in the next issue of the "A	merican Newspaper Directory," occupying
space of Page,	for whichauthorize them to charge to
account upon their books	in accordance with the rates printed below,
the amount to be BALANCED B	Y CHARGES FOR ADVERTISING, ordered
by them, at Cash Rates, less the t	nsual Agents' Commission,
RATES OF ADVERTISING IN	1
AMERICAN NEWSPAPER DIRECTORY	Signed
Page \$100.00 -2 Page 60.00 -3 Page 45.00 -4 Page 35.00 -6 Page 25.00 -8 Page 26.00	Publisher of
1-12 Page (space of 100 words	Town and State
Date18	91.

BOOK WITHOUT ADVERTISEMENT, \$5 CASH. BOOK FREE TO EVERY ADVERTISER.



Far-Seeing → People

ARE mostly successful. Their perception of opportunities, where others see nothing, is the secret of their success. Those who study the stars closely find much to instruct and surprise. To ordinary

nary mortals the planets are hardly worth notice. Shrewd advertisers see in the Daily and Weekly

KANSAS * CITY * STAR

A splendid medium of profit. They have tried it, and ought to know. That they are still trying it proves that they <u>do</u> know If you should try it, you would know too.

41,000 D A I L Y

43,000 WEEKLY KNOWN

IN BLACK AND WHITE

CIRCULATION.

Is the circulation of the **KANSAS CITY STAR**, every unit of which number is guaranteed. The weekly edition runs to over **43,000**.

A bright, wide-awake newspaper, ably managed and edited—a molder of public opinion in and around Kansas City, and with an influence as far-reaching as it is powerful, cannot fail to become a favorite medium with far-seeing advertisers.

A. FRANK RICHARDSON,

SPECIAL EASTERN AGENT.

13, 14 & 15 Tribune Building,

317 Chamber of Commerce,

NEW YORK.

CHICAGO.